



Sutton Place Creations, Inc.
70 West 38th Street
New York, New York 10018
(212) 844-7550
Fax (212) 844-7674

907-5322 Fax

October 11, 1996

Ms. Wendy Marin
Philip Morris Corporation
120 Park Avenue
New York, N.Y. 10017

Dear Wendy,

Thank you for finding the time to meet with me. There are a number of concepts that we can offer in support of your current VIRGINIA SLIMS music program.

BAR NIGHT PROMOTION

We would provide a booklet (3x5) of discount coupons that would offer discounts on CD and CASSETTE purchases at Record Town, and Coconut Stores nationwide.

MUSIC MONEY

8,000 Participating Retailers

The face value of the certificate can range from \$1.00 off up to the full value of the CD.

You will be billed the average price of a CD on each redeemed coupon.

There is a one time fee for developing the network of retailers, and the logistics of implimenting the program.

MUSIC BY MAIL

Guaranteed lowest prices for CDs and Cassettes.

We would develop A VIRGINIA SLIMS MUSIC CLUB enabling members to reach an in-bound 800# that would offer voice prompts supporting the brand and the promotion.

I have enclosed information on each category, and I will call next week to answer your questions.

Sincerely Your's


FRED MERRILL
Vice President

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